



THROW BACK TO THE 12th EDITION OF THE FLORALIES INTERNATIONALES NANTES 2019

« FLOWERS TO LIVE BY »: a unique walk through emotions

With quality goals such as the influence and durability of the project of the non-profit organization and as a result of the partnership collaboration but also the blooming of a unique and innovative show built around the same passion the Florales committee has succeeded its bet to give the visitors of the 12th edition of the Florales Internationales - Nantes a delightful moment filled with emotions and a powerful message to convey and share.

THE PLANT SYMBOLISM

Inspired by the quote of Montaigne, « if life is nothing more than a passage, let's at least sow flowers along it », this edition of the Florales Internationales - Nantes had the desire to be pioneer and loaned with emotions.

The goal was reached successfully, with the commitment of Laurent Gounelle as the Florales godfather, which contributed to the success of this 12th edition and carried the same values: improve lives together, sow joy and beauty and on his level leave a mark.

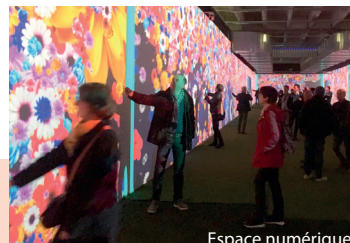
Creators of innovative projects, the Florales Internationales inspired artists sensitive to Nature and Life. Expressing through plants thanks to innovative concepts: «Poppy's garden» Alain Micquiaux, «Heart of vine» Alexis Tricoire, «The tree of life» K-sculpture...

The floral and artistic, singular and exquisit, signature united with surprising melodies, of NATURYA, first musical and floral show. Through the 12 shows, they moved with emotions the 17,000 spectators: a true realisation on the respect of the nature's beauty.

The 12th Florales Internationales – Nantes were also the occasion of presenting the contemplative universe symbolised by a numeric space and an interactive and digital hallway of 700m² immersing visitors in a world of fascination using innovative technologies.

symbolic of hope, the charity «l'arbre à vœux» gathered thousands of messages in favor of the planet as well as several donation for the different projects: the conservation of the Mont Panié with the charity of Nouvelle-Calédonie, Dayu Biik, and the reforestation of the Gâvre forest (44) with the National Office of Forests (ONF).

Gathering plants, floral and conceptual shows passionate, the 12th Florales conquered a public in search of colors, conceptions, experiences and emotions.



HUMAN, THE HEART OF THE ADVENTURE

surrounded by a collective energy which, with every edition, ensure the success. The Florales Internationales - Nantes are strong of a privileged network.

VOLONTEERS

True human adventure for those who get involved, the Florales reunited almost 1.000 volunteers during multiple weeks, carrying the event determined and invested.

On each positions, they were several to engage with the Florales Committee to ensure the continuity of the 12th edition.

FUTUR PROFESSIONALS

More than 750 young professionals also joined the Florales adventure through training hubs engaged with the Committee, they have together an historical partnerships.

Briacé, CFA Nantes Terre Atlantique, CFA Nature La Roche-Sur-Yon, MFR Machecoul, Lycée Daniel Brottier, Lycée Olivier Guichard, CFPPA Le Fresne, Intelligence Apprentie, Notre Dame de Rezé, Lycée de la Mode: those are 10 institutions which worked toward the project success in association with the Committee.

from horticultural, landscaping, design, customer reception or even dance courses, those futur professionals lifted with heart the 12th Florales projects throughout all the preparation.

ANCHORED INTERNATIONAL STRENGTH

The Florales Internationales - Nantes illustrate the actors commitment involved in the project which are the success of all of those who actively participated in the ornamental manifestation.

Whether it's local authorities supporting a strong message, professionnels from all horizons engaged on innovative projects and acting for the common interests or for those whom believed that vegetal is an expression medium. They all contributed, in their own way, to the magic of an extraordinary ornamental performance.

This mobilisation around vegetal in all its diversity, allows inspiration and unity actors holder of a rich savoir-faire that they bring to the public to promote and highlight.

Also, for this new edition, new partners joined the team of the Florales Internationales - Nantes by introducing innovative concepts with a strong symbolism around plants in every sens around the theme «Flowers to Live By».

Among which innovative passionates, Duret Group and Ruptur Charity, working toward the promotion of the blue economy and futur building materials. Or also, the Landes'Art Community which act in favor of art in rural areas, valorisation of the local estates and also inter-generational exchanges.



ANCHORED INTERNATIONAL STRENGTH

Strong from an influence beyond french borders, the Florales once again proved their strength.

Fully part of the international synergy that represent the bigests vegetal expositions in the world, the Florales Internationales - Nantes received in 2018 in Melbourne, the official international certification of the high standing in terms of ornamental and floral.

Worldwide event and ambassador of culturals and touristics ressources, the Florales Internationales - Nantes advocate natural diversity and wealth through vegetal as a seduction tool.

And it is thanks to this asset that the Committee gathered the 50 jury members constituting 10 different nationalities and led by M. Bernard Oosterom, AIPH president.

Unique way of meeting, foreign delegations traveled to witness the event. Strongly International, the 12th edition of the Florales mobilised 26 foreign partners coming from 20 international regions, from which Qatar, United-States, Myanmar, Polynesia, Japan.

It was the occasion for futur projects to build and develop precious international collaborations (Italia, Turkey, Asia) while also allowing the Florales partners to associate with different international projects.



1 unmissable event since 1956

1st Ornamental exhibition in France

2nd European exhibition

1 objective: Durability of actions in favor of the development of the scenery of plants in all their diversity.

1 incerdible human adventure

+1,000 volunteers

+200 partners

27 international delegations

2019, participants: french and international communities, florists, theme parcs, landscapers, training centers, nursery, vegetal artists, designers, musical shows, Charities, institutions, light and sound show...

+200,000 visitors

5 years of preperation

15 set-up days / 12 exhibition days

8 atmospheres interior & exterior: Innocence, Carefreeness, Apprenticeship, Passion, Abundance, Wisdom, Spirituality, Vegetal and Numeric Design

1 image for notoriety and tourism of the region and the city

1 dynamic on which many actors come along: hotels, restaurants, city center animation, distribution centers, Transports (TER, TAN)



Arbre de Vie

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INFORMATIONS

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